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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/943,601	08/30/2001	Tetsuyuki Muto	44471-263225(13700)	1962
23370	7590	09/01/2005	EXAMINER	
JOHN S. PRATT, ESQ KILPATRICK STOCKTON, LLP 1100 PEACHTREE STREET ATLANTA, GA 30309			NGUYEN, NHON D	
			ART UNIT	PAPER NUMBER
			2179	

DATE MAILED: 09/01/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/943,601

Applicant(s)

MUTO ET AL.

Examiner

Nhon (Gary) D. Nguyen

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 01 August 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1, 4-13, 16-25, 28-32 and 35-42 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1, 4-13, 16-25, 28-32, and 35-42 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- ☐ Notice of Informal Patent Application (PTO-152)
- ☐ Other: \_\_\_\_\_

### DETAILED ACTION

1. This communication is responsive to amendment, filed 08/01/2005.
2. Claims 1, 4-13, 16-25, 28-32, and 35-42 are pending in this application. Claims 1, 13, 25, and 32 are independent claims. In this amendment, no claim is canceled, claims 1, 4, 13, 16, 25, 28, 32, and 35 are amended, and claims 39-42 are added. This action is made non-final.

### *Claim Rejections - 35 USC § 102*

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 1, 4, 6-10, 13, 16, 18-22, 25, 28, 30-35, 37, and 38 are rejected under 35 U.S.C. 102(e) as being anticipated by Haitsuka et al. ("Haitsuka", US 6,928,615).

As per claims 1, 13, 25, and 32, Haitsuka teaches a computer method and corresponding system and for posting advertisements, comprising the steps/means:

(a) displaying multiple Web pages on a display screen of a comprehensive information viewing device (multiple Web pages are displayed within the display 310 of the browser 300 of fig. 3 by navigating between Web addresses).

(b) Haitsuka further teaches displaying advertisements each of which relates to attribute information of one of the Web pages on the display screen of the comprehensive information viewing device (col. 11, lines 10-33), wherein each of the advertisements is displayed in a vicinity of a respective related Web page (e.g., each of the advertisements displayed in the display 210 of figure 3 is in a vicinity of the related Web page 310).

As per claims 4, 16, 28, and 35, Haitsuka teaches:

(c) displaying overlay information in superposition to the multiple Web pages displayed by the step (a), wherein the step (b) displays the advertisements in relation to the overlay information (col. 7, lines 37-49 and col. 7, line 65 – col. 8, line 14).

As per claims 6, 18, 30, and 37, Haitsuka teaches determining a position for displaying each advertisement according to a user attribute information contained in the overlay information displayed on the display screen (col. 7, lines 37-49 and col. 7, line 65 – col. 8, line 14).

As per claims 7, 19, 31, and 38, which is dependent on claim 1, Haitsuka teaches searching the multiple Web pages to be displayed by the step (a) according to a user input at the comprehensive information viewing device (by typing the addresses at the Address location 310 of figure 3 or by searching through the links within a Web page).

As per claims 8 and 20, Haitsuka teaches obtaining images of the multiple Web pages to be displayed by the step (a) at plurality of Web page image formation devices

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and providing the images to the comprehensive information viewing device in response to Web page information requests from the comprehensive information viewing device, wherein the Web page image formation devices are provided on a network to which the comprehensive information viewing device is connected (e.g., col. 5, lines 25-32).

As per claims 9 and 21, Haitzuka teaches the Web page formation devices obtain the information requested by the comprehensive information viewing device by acquiring data of the multiple Web page from Web servers and carrying out image formation processing for the multiple Web pages, by using existing Web browsers respectively provided in the Web page formation devices. (e.g., col. 5, lines 1-32).

As per claims 10 and 22, Haitzuka teaches each Web page image formation devices has a Web page image storing unit for storing existing images of some Web pages in advance, and obtains each image by reading out the existing image stored in the Web page image storing unit when an image of a Web page requested from the comprehensive information viewing device is stored in the Web page image storing unit (e.g., col. 6, lines 7-47).

### ***Claim Rejections - 35 USC § 103***

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 5, 17, 29, 36, and 39-42 are rejected under 35 U.S.C. 103(a) as being unpatentable over Haitsuka.

As per claims 5, 17, 29, and 36, Haitsuka does not disclose the step (c) displays the overlay information in animation, and the step (b) displays the advertisements in animation. The Examiner takes Official Notice that advertisements displayed in animation is well known in the computer Web/Internet art. It would have been obvious to an artisan at the time of the invention to have the advertisements displayed in animation in Haitsuka's system since it would attract attentions of viewers.

As per claims 39-42, Haitsuka does not disclose displaying overlay information, wherein the overlay information expresses a number or attribute information of users who made transitions among the multiple web pages. Examiner takes Official Notice that the information on number of users making access to the multiple web pages is obvious to one of ordinary skill in the art. It would have been obvious to one of ordinary skill in the art at the time of the invention to include information of a number of users who made transitions among the multiple web page in Haitsuka's system since it would have allowed a user to know the popularity of a web page.

7. Claims 11 and 23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Haitsuka in view of Roberts et al. ("Roberts", US 6,754,693).

As per claims 11 and 23, Haitsuka does not disclose the plurality of Web page image formation devices share a common Web page image storing unit for storing

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existing images of some Web pages in advance which is provided on a network to which the plurality of Web page image formation devices are connected, and obtain each image by reading out the existing image stored in the common Web page image, storing unit when an image of a Web page requested from the comprehensive information viewing device is stored in the common Web page image storing unit. Roberts discloses Web browsers can request shared contents, which include application images, in a shared storage at col. 12, lines 12-16. It would have been obvious to an artisan at the time of the invention to use the teaching from Roberts of the shared web page image-storing unit in Haitsuka's system since it would allow the system to save the storage space.

8. Claims 12 and 24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Haitsuka in view of Yu (US 6,351,775).

As per claims 12 and 24, Haitsuka does not disclose distributing the Web page image requests from the comprehensive information viewing device among the plurality of Web page image formation devices according to a loaded state of each Web page image formation device, at a load balancing server provided between the comprehensive information viewing device and the plurality of Web page image formation devices. Yu discloses that at col. 12, lines 18-48. It would have been obvious to an artisan at the time of the invention to use the teaching from Yu of load balancing server to balance the Web page image requests in Haitsuka's system since it would allow the system to retrieve web data faster.

### ***Response to Arguments***

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9. Applicant's arguments with respect to claims 1, 4-13, 16-25, 28-32, and 35-42 have been considered but are moot in view of the new ground(s) of rejection.

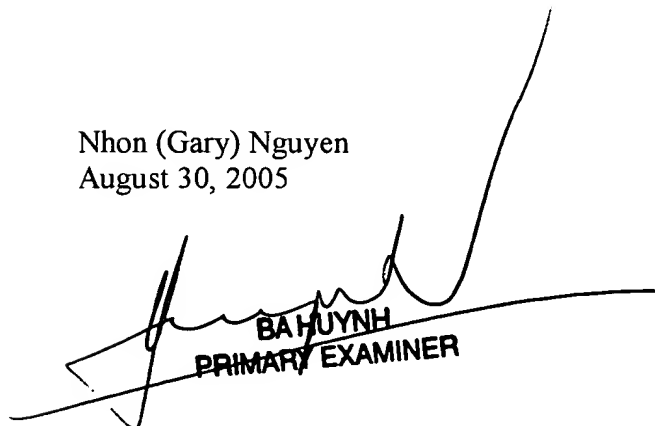
*Inquiries*

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Nhon (Gary) D. Nguyen whose telephone number is (571)272-4139. The examiner can normally be reached on Monday - Friday with every other Monday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Weilun Lo can be reached on (571)272-4847. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Nhon (Gary) Nguyen  
August 30, 2005



BA HUYNH  
PRIMARY EXAMINER